Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1 – 180. (Cancelled)

181.   (Currently Amended) A computer-implemented advertising method, comprising:

a-system identifying a budget distribution limit and a different incentive function associated with each of a plurality of advertisers, wherein the incentive function calculates a particular number to indicate an amount or a distribution priority;

deriving at least one score for each of a first plurality of buyer entities, wherein the at least one score is updated electronically calculated based on at least one of the following data associated with the buyer entity: an-entry of a new purchase record information associated with a purchase made by the buyer entity, a manual input performed by the associated buyer entity, third party database information relating to the buyer entity, information indicating that at least one incentive has been accepted by the buyer entity, information indicating that a follow-up purchase has been made by the buyer entity and comprising transaction information indicating one of the amount, the date and the location of said purchase regarding follow-up purchases, information regarding website visits made by said buyer entity, information regarding the location of the buyer entity, and information regarding television viewing associated with said buyer entity;

for each of a second plurality of the buyer entities, selecting a plurality of incentives, with each of the incentives associated with at least one different advertiser, based on the at least one score and the incentive function, wherein the selecting of each of the incentives includes determining an amount of the incentive level based at least in part on the incentive function associated with the advertiser who is associated with the incentive;

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electronically determining a particular distribution priority associated with each of the incentives for each of the buyer entities based at least in part on the at least one score; and

causing the distributing of a plurality of the incentives, with each incentive distributed at least in part based on its associated distribution priority for the buyer entity receiving the incentive and the budget limit.

182.   (Currently Amended) A computer-implemented advertising method as defined in claim 181, wherein the at least one score is calculated based on said data, and further comprising allowing the buyer entity associated with said data to disable the receiving of said data if said data is not received directly from the buyer entity received from the associated buyer entity.

183.   (Currently Amended) A computer-implemented advertising method as defined in claim 181, wherein the data corresponds to comprises information associated with purchase records of purchases, said purchases having been made by the buyer entity that is associated with the data.

184.   (Previously presented) A computer-implemented advertising method as defined in claim 181, wherein the at least one score is indicative of a probability that the associated buyer entity will become a customer of the advertisers.

185.   (Previously presented) A computer-implemented advertising method as defined in claim 181, wherein the incentives are distributed via a plurality of distribution channels.

186.   (Previously presented) A computer-implemented advertising method as defined in claim 181, wherein the incentives are selected using at least one threshold.

187.   (Currently Amended) A computer-implemented advertising method as defined in claim 181, wherein the incentives are selected upon the at least one score being updated 183, wherein the data further comprises at least two of: entry of purchase record information associated with a purchase made by the buyer entity, a manual input performed

by the buyer entity, third party database information relating to the buyer entity, information indicating that at least one incentive has been accepted by the buyer entity, information indicating that a follow-up purchase has been made by the buyer entity and comprising transaction information indicating one of the amount, the date and the location of said purchase, information regarding website visits made by said buyer entity, information regarding the location of the buyer entity, and information regarding television viewing associated with said buyer entity.

188.   (Currently Amended) A computer-implemented advertising method as defined in claim ~~181, wherein the incentives are selected on a periodic basis~~187, wherein the data further comprises at least three of: entry of purchase record information associated with a purchase made by the buyer entity, a manual input performed by the buyer entity, third party database information relating to the buyer entity, information indicating that at least one incentive has been accepted by the buyer entity, information indicating that a follow-up purchase has been made by the buyer entity and comprising transaction information indicating one of the amount, the date and the location of said purchase, information regarding website visits made by said buyer entity, information regarding the location of the buyer entity, and information regarding television viewing associated with said buyer entity.

189.   (Currently Amended) A computer-implemented advertising method as defined in claim 181, wherein ~~the incentives are selected manually~~ said distribution priority is also based at least in part on said distribution limit.

190.   (Currently Amended) A computer-implemented advertising method as defined in claim 181, wherein ~~wherein the incentives are selected automatically~~ said incentive function comprises a plurality of weights and scores, wherein each weight is assigned to at least one different score associated with that particular weight, and wherein for each of the incentives, said determining comprises the meshing of weights and scores, said weights being based at least in part on information associated with the advertiser associated with the incentive, and said scores being based at least in part on the data associated with the buyer entity receiving the incentive.

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191.   (Currently Amended) A computer-implemented advertising method as defined in claim 181, wherein ~~the incentives are selected from a plurality of different incentives~~ each of the incentives promotes the purchase of an item for which none of the manufacture, the marketing, the distribution, the point of sale payment and the provision is carried out by the system in the ordinary course of business.

192.   (Currently Amended) A. computer-implemented advertising method as defined in claim 181, wherein the distribution priority is determined based on at least one of a date, a time, the ~~budget~~ distribution limit, a location, and previous buyer entity responses.

193.   (Currently Amended) A computer-implemented advertising method as defined in claim 181, wherein the at least one score is calculated based at least on purchase record information associated with at least one purchase made by each of the respective buyer entities, and a manual input performed by each of the respective buyer entities, and wherein an interface provides access for the advertisers to a database ~~of database information related~~ containing purchase record information associated with ~~to~~ the buyer entities.

194.   (Previously presented) A computer-implemented advertising method as defined in claim 193, wherein the interface receives queries and provides the database information in response to the queries.

195.   (Previously presented) A computer-implemented advertising method as defined in claim 194, wherein decisions are capable of being made regarding the incentives based on the database information.

196.   (Currently amended) A computer program product embodied on a computer readable medium, comprising:

computer code for identifying a ~~budget~~ distribution limit and a different incentive function associated with each of a plurality of advertisers, wherein the incentive function calculates a particular number to indicate an amount or a distribution priority;

computer code for deriving at least one score for each of a first plurality of buyer entities, wherein the at least one score is ~~updated~~ electronically calculated based on at

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least one of the following data associated with the buyer entity: an entry of a new purchase record information associated with a purchase made by the buyer entity, a manual input performed by the associated buyer entity, third party database information relating to the buyer entity, information indicating that at least one incentive has been accepted by the buyer entity, information indicating that a follow-up purchase has been made by the buyer entity and comprising transaction information indicating one of the amount, the date and the location of said purchase regarding follow-up purchases, information regarding website visits made by said buyer entity, information regarding the location of the buyer entity, and information regarding television viewing associated with said buyer entity;

computer code for, for each of a second plurality of the buyer entities, selecting a plurality of incentives, with each of the incentives associated with at least one different advertiser, based on the at least one score and the incentive function, wherein the selecting of each of the incentives includes determining an amount of the incentive level based at least in part on the incentive function associated with the advertiser who is associated with the incentive;

computer code for determining a particular distribution priority associated with each of the incentives for each of the buyer entities based at least in part on the at least one score; and

computer code for causing the distributing of a plurality of the incentives, with each incentive distributed at least in part based on its associated distribution priority for the buyer entity receiving the incentive and the budget limit.

197.   (Currently amended) A system, comprising:

a component for identifying a budget distribution limit and a different incentive function associated with each of a plurality of advertisers, wherein the incentive function calculates a particular number to indicate an amount or a distribution priority;

a component for deriving at least one score for each of a first plurality of buyer entities, wherein the at least one score is updated calculated based on at least one of the

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following data associated with the buyer entity: ~~an~~ entry of ~~a new~~ purchase record information associated with a purchase made by the buyer entity, a manual input performed by the ~~associated~~ buyer entity, third party database information relating to the buyer entity, information indicating that at least one incentive has been accepted by the buyer entity, information indicating that a follow-up purchase has been made by the buyer entity and comprising transaction information indicating one of the amount, the date and the location of said purchase ~~regarding follow-up purchases~~, information regarding website visits made by said buyer entity, information regarding the location of the buyer entity, and information regarding television viewing associated with said buyer entity;

a component, for each of a second plurality of the buyer entities, selecting a plurality of incentives, with each of the incentives associated with at least one different advertiser, based on the at least one score and the incentive function, wherein the selecting of each of the incentives includes determining an ~~amount of the~~ incentive level based at least in part on the incentive function associated with the advertiser who is associated with the incentive;

a component for determining a particular distribution priority associated with each of the incentives for each of the buyer entities based at least in part on the at least one score; and

a component for causing the distributing of a plurality of the incentives, with each incentive distributed at least in part based on its associated distribution priority for the buyer entity receiving the incentive ~~and the budget limit~~.

198.   (Currently amended) A computer-implemented advertising method, comprising:

a processor identifying a ~~budget~~ distribution limit and a different incentive function associated with each of a plurality of advertisers, wherein the incentive function calculates a particular number to indicate an amount or a distribution priority;

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deriving at least one score for each of a first plurality of buyer entities, the at least one score being electronically calculated based on data corresponding to purchase records received from the associated buyer entity, the at least one score being indicative of a probability that the associated buyer entity will become a customer of the advertisers, the at least one score being updated electronically calculated based on at least three of an entry of a new purchase record information associated with a purchase made by the buyer entity, a manual input performed by the associated buyer entity, third party database information relating to the buyer entity, information indicating that at least one incentive has been accepted by the buyer entity, information indicating that a follow-up purchase has been made by the buyer entity and comprising transaction information indicating one of the amount, the date and the location of said purchase regarding follow-up purchases, information regarding website visits made by said buyer entity, information regarding the location of the buyer entity, and information regarding television viewing associated with said buyer entity;

for each of a second plurality of the buyer entities, selecting a plurality of threshold-based incentives, each of which is associated with at least one different advertiser, based on the at least one score and the incentive function, wherein the selecting of each of the incentives includes determining an amount of the incentive level based at least in part on the incentive function associated with the advertiser who is associated with the incentive;

determining a particular distribution priority associated with each of the incentives for each of the buyer entities based on the at least one score, the distribution priority being further determined based on at least one of a date, a time, the budget distribution limit, a location, and previous buyer entity responses; and

causing the distributing of the incentives via a plurality of different distribution channels each based at least in part on its associated distribution priority and the budget limit;

wherein an interface provides access for the advertisers to a database of database information related to the buyer entities, and the interface receives queries and provides the database information in response to the queries, such that decisions are capable of being made regarding the incentives based on the database information.

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199.   (Previously presented) A computer-implemented method as defined in claim 198, wherein the database information includes information received from the buyer entities and is anonymous.

200.   (New) A computer-implemented advertising method as defined in claim 181, wherein said incentive function comprises a plurality of weights and scores, wherein each weight is assigned to at least one score associated with that particular weight, and wherein for each of the incentives, said determining comprises the meshing of weights and scores, said weights being based at least in part on information associated with the advertiser associated with the incentive, and said scores being based at least in part on the data associated with the buyer entity receiving the incentive, and wherein each of the incentives promotes the purchase of an item for which none of the manufacture, the marketing, the distribution, the point of sale payment and the provision is carried out by the system in the ordinary course of business, and wherein the at least one score is calculated based at least on purchase record information associated with at least one purchase made by each of the respective buyer entities, and a manual input performed by each of the respective buyer entities, and wherein an interface provides access for the advertisers to a database containing purchase record information associated with the buyer entities.

201.   (New) A method for buyer-driven targeting by a system comprising:

receiving first information from each of a plurality of buyer entities comprising at least one of: at least one respective third party purchase record or information derived therefrom, and demographic information;

receiving from each of the buyer entities second information associated with one of: at least one manual input, at least one web-browsing input;

electronically storing information associated with the data, comprising the first information and the second information;

for a plurality of product or service items offered for sale, wherein each different item in the plurality of items is either manufactured or marketed or distributed or

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provided by a different third party advertiser in a plurality of third party advertisers, electronically making with respect to at least one of the buyer entities, based at least in part on the data, at least one decision associated with the offering of at least one from among a plurality of different incentives, with each incentive associated with at least one of the product or service items and associated with at least one of the third party advertisers, wherein there is at least one different incentive from each of a plurality of the different third party advertisers, each of the incentives offering at least one benefit in exchange for at least one action associated with a purchase of at least one of the items; and

facilitating the offering of at least one of the incentives to the buyer entity.

202.   (New) The method as recited in claim 201, wherein the manufacture, marketing, distribution, and providing are not carried out by the system in the ordinary course of business.

203.   (New) The method as recited in claim 201, wherein the at least one benefit is not normally and publicly accessible to the buyer entity or other buyer entities in the same geographic region on terms which are at least objectively equivalent, and which do not include material conditions that are different from the at least one action.

204.   (New) The method as recited in claim 202, wherein the at least one benefit is not normally and publicly accessible to the buyer entity or other buyer entities in the same geographic region on terms which are at least objectively equivalent, and which do not include material conditions that are different from the at least one action.

205.   (New) The method as recited in claim 201, wherein the making at least one decision further includes executing a forward-looking process, the forward-looking process including:

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determining a function and distribution-related limit associated with at least one of the incentives based in part on information received from a forward-participating-advertiser,

receiving newly-submitted purchase records of the buyer entities with the condition precedent that the function and distribution-related limit has been determined;

automatically and electronically making a new decision associated with the offering, said new decision being based at least in part on the function, the distribution-related limit, and the newly-submitted purchase records;

distributing the incentive based at least in part on the new decision; and

halting the distributing when the distribution-related limit is met.

206.   (New) The method as recited in claim 202, wherein the making at least one decision further includes executing a forward-looking process, the forward-looking process including:

determining a function and distribution -related limit associated with at least one of the incentives based in part on information received from a forward-participating-advertiser,

receiving newly-submitted purchase records of the buyer entities with the condition precedent that the function and distribution-related limit has been determined;

automatically and electronically making a new decision associated with the offering, said new decision being based at least in part on the function, the distribution-related limit, and the newly-submitted purchase records;

distributing the incentive based at least in part on the new decision; and

halting the distributing when the distribution-related limit is met.

207.   (New) The method as recited in claim 203, wherein the making at least one decision further includes executing a forward-looking process, the forward-looking process including:

determining a function and distribution -related limit associated with at least one of the incentives based in part on information received from a forward-participating-advertiser,

receiving newly-submitted purchase records of the buyer entities with the condition precedent that the function and distribution-related limit has been determined;

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automatically and electronically making a new decision associated with the offering, said new decision being based at least in part on the function, the distribution-related limit, and the newly-submitted purchase records;

distributing the incentive based at least in part on the new decision; and

halting the distributing when the distribution-related limit is met.

208. (New) The method as recited in claim 204, wherein the making at least one decision further includes executing a forward-looking process, the forward-looking process including:

determining a function and distribution-related limit associated with at least one of the incentives based in part on information received from a forward-participating-advertiser,

receiving newly-submitted purchase records of the buyer entities with the condition precedent that the function and distribution -related limit has been determined;

automatically and electronically making a new decision associated with the offering, said new decision being based at least in part on the function, the distribution-related limit, and the newly-submitted purchase records;

distributing the incentive based at least in part on the new decision; and

halting the distributing when the distribution-related limit is met.

209. (New) The method as recited in claim 201, wherein the making at least one decision further includes providing access to potential-audience-information containing at least part of the data or information derived from the data to at least one of the third party advertisers via an interactive user interface, receiving audience and incentive-definition-information from the at least one of the third party advertisers, selecting output-information derived at least in part from the potential-audience-information and the audience and incentive-definition-information, presenting the output-information to the at least one of the third party advertisers, receiving parameter information from the at least one of the third party advertisers, and making the at least one decision at least in part based on the parameter information.

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210.   (New) The method as recited in claim 202, wherein the making at least one decision further includes providing access to potential-audience-information containing at least part of the data or information derived from the data to at least one of the third party advertisers via an interactive user interface, receiving audience and incentive-definition-information from the at least one of the third party advertisers, selecting output-information derived at least in part from the potential-audience-information and the audience and incentive-definition-information, presenting the output-information to the at least one of the third party advertisers, receiving parameter information from the at least one of the third party advertisers, and making the at least one decision at least in part based on the parameter information.

211.   (New) The method as recited in claim 203, wherein the making at least one decision further includes providing access to potential-audience-information containing at least part of the data or information derived from the data to at least one of the third party advertisers via an interactive user interface, receiving audience and incentive-definition-information from the at least one of the third party advertisers, selecting output-information derived at least in part from the potential-audience-information and the audience and incentive-definition-information, presenting the output-information to the at least one of the third party advertisers, receiving parameter information from the at least one of the third party advertisers, and making the at least one decision at least in part based on the parameter information.

212.   (New) The method as recited in claim 204, wherein the making at least one decision further includes providing access to potential-audience-information containing at least part of the data or information derived from the data to at least one of the third party advertisers via an interactive user interface, receiving audience and incentive-definition-information from the at least one of the third party advertisers, selecting output-information derived at least in part from the potential-audience-information and the audience and incentive-definition-information, presenting the output-information to the at least one of the third party advertisers, receiving parameter information from the at least one of the third party

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advertisers, and making the at least one decision at least in part based on the parameter information.

213.   (New) The method as recited in claim 201, where said incentive is presented to the buyer entity on a wireless device, and where said decision is made at least in part based on location information associated with the location of the wireless device.

214.   (New) The method as recited in claim 204, where said incentive is presented to the buyer entity on a wireless device, and where said decision is made at least in part based on location information associated with the location of the wireless device.

215. (New) The method as recited in claim 201, where said incentive is distributed to the buyer entity via interactive television.

216. (New) The method as recited in claim 202, where said incentive is distributed to the buyer entity via interactive television.

217. (New) The method as recited in claim 203, where said incentive is distributed to the buyer entity via interactive television.

218.   (New) The method as recited in claim 204, where said incentive is distributed to the buyer entity via interactive television.

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219. (New) The method as recited in claim 204, further comprising calculating a price for the offering of an incentive to the buyer entity based at least in part on information stored about the buyer entity.

220. (New) The method as defined in claim 181, wherein the distribution limit is a monetary budget limit.

221. (New) The computer program product as defined in claim 196, wherein the distribution limit is a monetary budget limit.

222. (New) The system as defined in claim 197, wherein the distribution limit is a monetary budget limit.

223. (New) The computer-implemented advertising method as defined in claim 198, wherein the distribution limit is a monetary budget limit.

Amendments to the Drawings:

The drawing sheet attached in connection with the above-identified application containing Figure 1 is being presented as a new formal drawing sheet to be substituted for the previously submitted drawing sheet. The drawing figure 1 has been amended. Appended to this amendment is an annotated copy of the previous drawing sheet which has been marked to show changes presented in the replacement sheet of the drawing.

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